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SOLVING THE WEB MARKETING RIDDLE

Small businesses around the country are reaping the benefits of the internet. But many entrepreneurs are overwhelmed by the seeming complexity of creating the best web site for their operations and budget.

Mindful of this problem is the SCORE Association, "Counselors to America's Small Business." For 40 years this all-volunteer group has provided business advice to 6.5 million entrepreneurs. "Doing business over the internet has become essential," states Tom Clark, chairman of SCORE's Atlanta chapter. "So we're offering the workshop 'Web Site Development for the Small Business' to give small business owners a leg-up on how to make the best web marketing decisions."

According to Clark the workshop sets the foundation for developing an Internet-based marketing plan by showing how to combine a traditional marketing strategy with the power of the Internet for growth and profitability.

The seminar is Thursday, January 20th, 10:00 am – 12:30pm, at the U.S. Small Business Administration (SBA) Georgia District Office, 233 Peachtree Street, 1900 Harris Tower. The fee at the door is \$60, but attendees can save \$20 by pre-registering at www.scoreatlanta.org. Details are available at the web site or by calling 404-331-0121.

Web site visitors are encouraged to sign up for free and confidential business counseling, a SCORE Association hallmark. "Our counseling is provided by volunteer retired and active business owners, managers, and executives," explains Clark. "We want to see every small business succeed."

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For more information on SCORE/Atlanta, contact office@scoreatlanta.org or 404-331-0121.

The SCORE Association was formed in 1964. SCORE is a nonprofit association dedicated to entrepreneur education and the formation, growth and success of small business nationwide. More than 10,500 volunteer members in 389 chapters provide individual counseling and business workshops for aspiring entrepreneurs and small business owners. Visit SCORE on the Web at www.score.org.